



Confectionery Packaging in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the dominant pack type in confectionery in Brazil

Folding cartons gaining share in the packaging of boxed assortments

The 45g pack size maintains its dominance in the packaging of chocolate pouches and bags

PROSPECTS AND OPPORTUNITIES

Paper-based trays expected to see increasing usage in countlines

Sustainable and eco-friendly packaging to gain momentum in confectionery products

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